



City of Grand Island

Tuesday, January 19, 2016

Study Session

Item -1

Update – Grow Grand Island

Staff Contact: Marlan Ferguson

GROW GRAND ISLAND



A Grand Vision for the Heartland

Nothing new



As a Result



MISSION

**Grow Grand Island
cultivates bold ideas
that create business
and quality of life
opportunities in our
region through
planning, partnering
and doing.**



GOALS ...



- ✓ **Help Existing Businesses Grow**
- ✓ **Assist & Nurture Entrepreneurial Culture**
- ✓ **Enhance Community Image & Marketing Activities**
- ✓ **Improve Educational Attainment that Align w/Employer Needs**
- ✓ **Continue to Develop our Community Assets**

Grow Grand Island Foundation



Grow Grand Island Executive Committee



Mayor Jensen & Marlan Ferguson



Pam Lancaster & Jane Richardson



Don Smith, Implementation Chairman



Brad Mellema & Tony Schultz



Cindy Johnson & Kurt Haecker



Grand Island Area
Economic
Development
Corporation

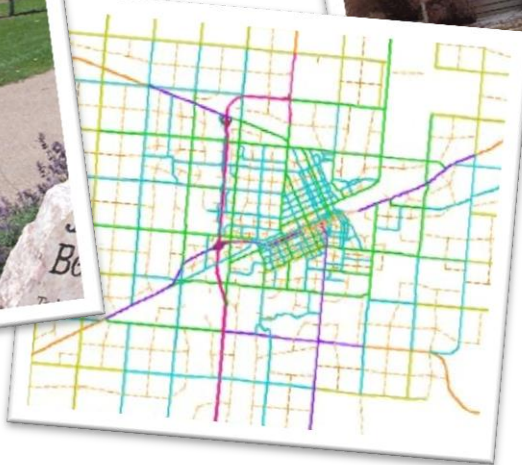
Dave Taylor & Galen Stehlik

MJ Passion



SO WHAT'S YOUR PASSION?

#ArriveRaiside



1ST STORY ...



1ST STORY cont. ...

Grow Grand Island 3.3

Our vision:

To make distinctive, elegant, timeless
welcoming impressions along Grand
Island's major corridors.

wikiHow

1ST STORY cont. ...



Grow Grand Island ... A Grand Vision for the Heartland

2ND STORY ...

Process & Schedule



Outcomes:

Defining vision, goals and objectives

Conditions & Measures:

Determining what's meaningful and important to measure

Scenarios:

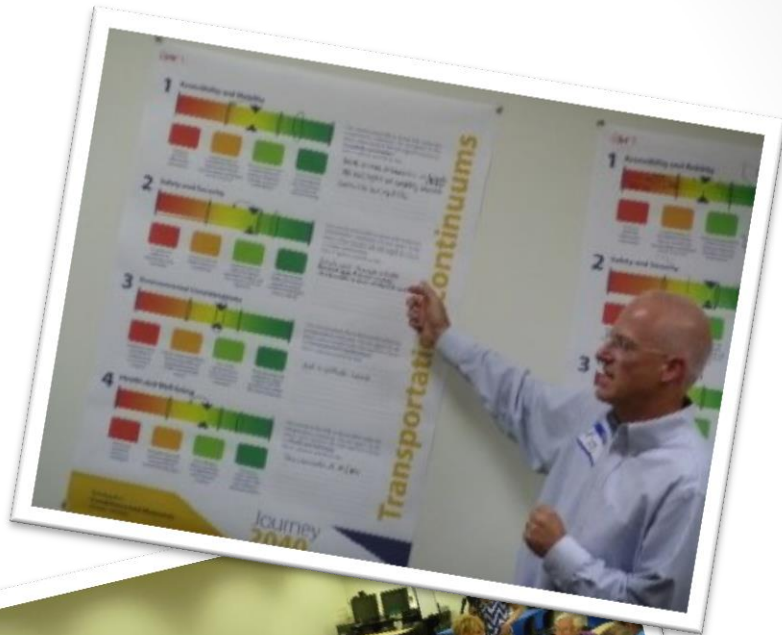
Identifying the preferred improvement trend(s) for the planning area

Priorities:

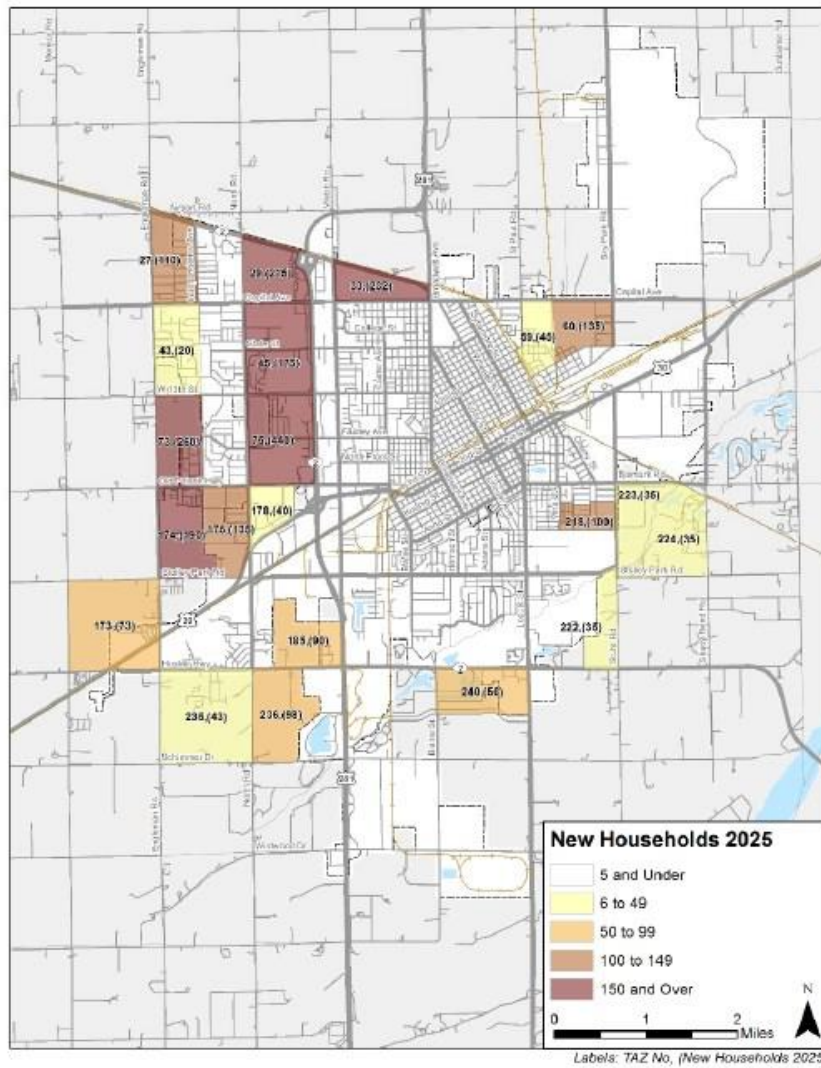
Selecting key projects based on how they're anticipated to perform within preferred scenario(s)

Journey
2040

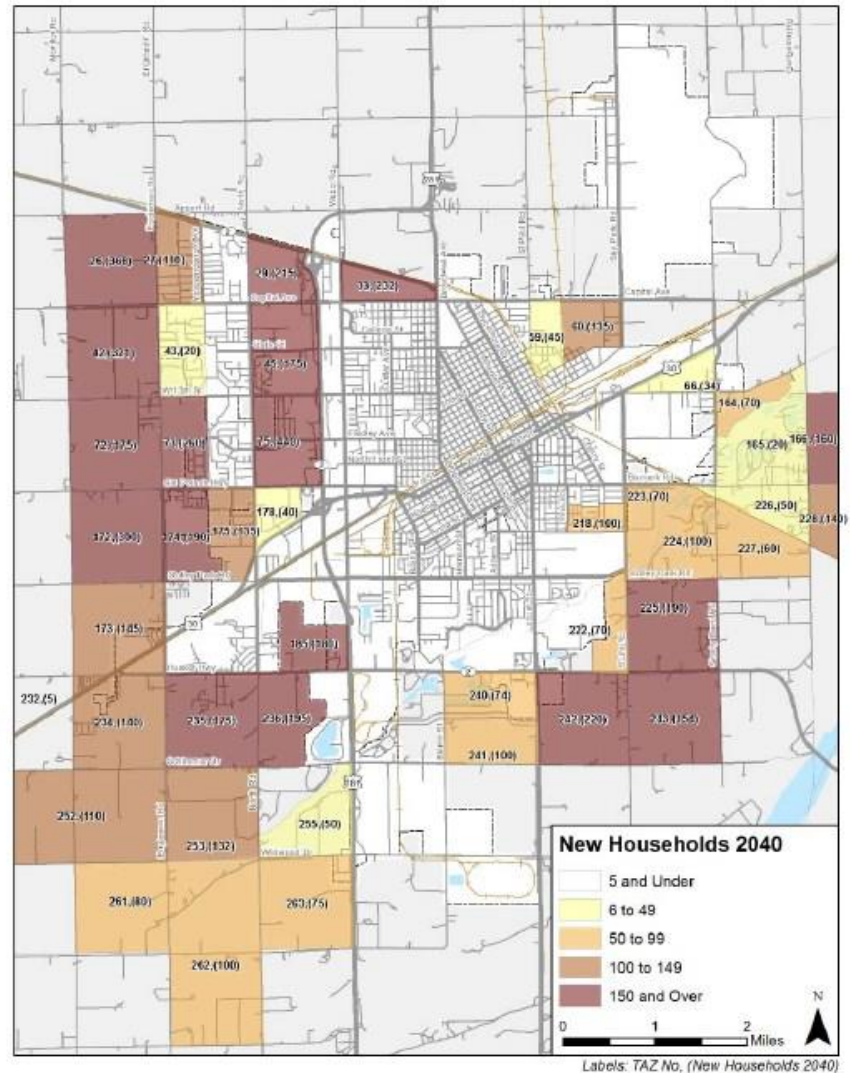
2ND STORY cont. ...



2ND STORY cont. ...



2025 Growth

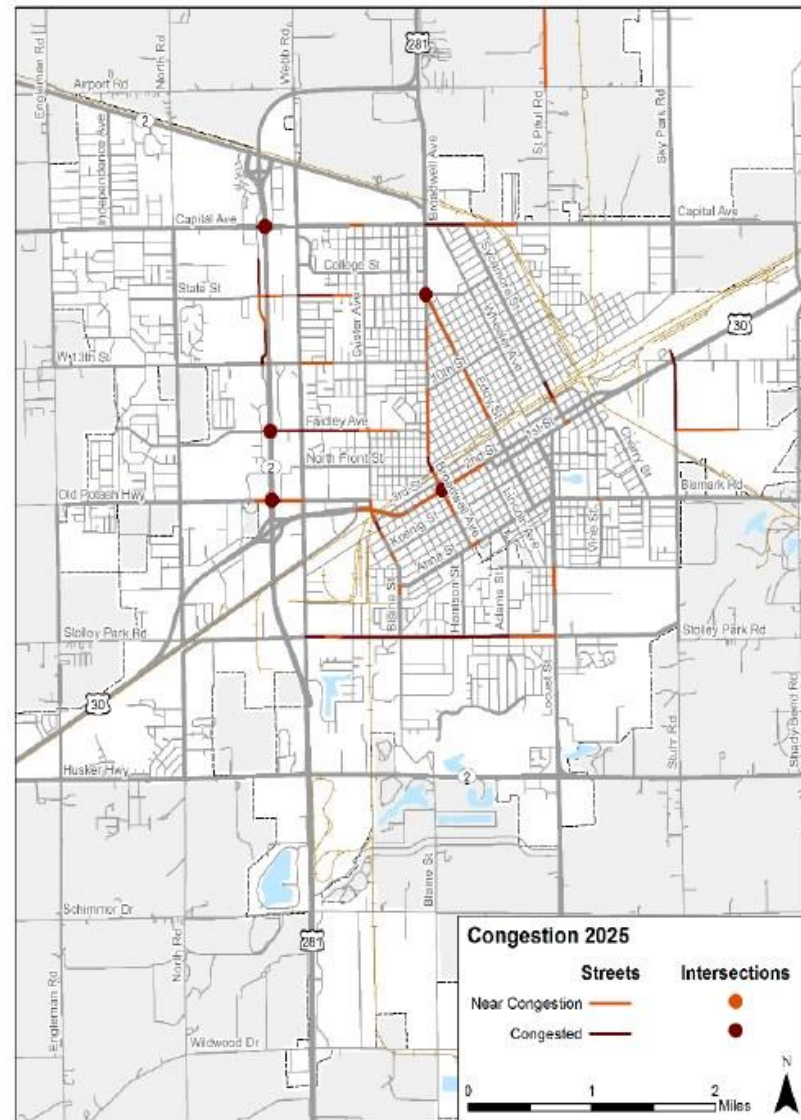


2040 Growth

2ND STORY cont. ...



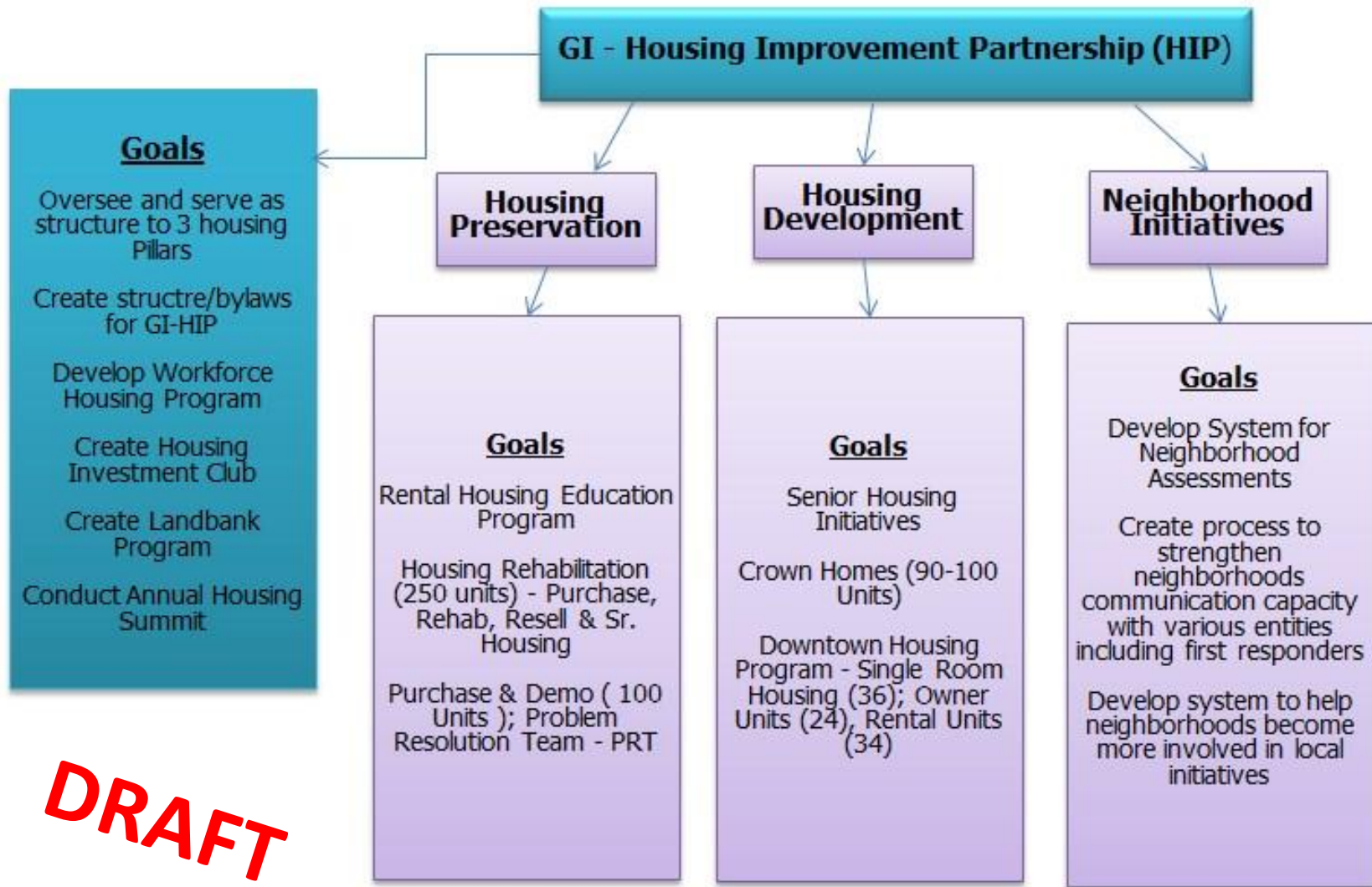
2015 Traffic Congestion



2025 Traffic Congestion

3rd STORY ...

DRAFT – Working Document



DRAFT

City of Grand Island (NE State Fair Funding)



Food & Beverage Tax

May 10, 2016

Continuation of the existing 1.5% tax on all food and beverage.



Web & Social Media

www.growgrandisland.com



/GrowGrandIsland



@GrowGrandIsland



GROW
GRAND ISLAND

A GRANDER VISION FOR THE HEARTLAND



Foundation of Grow Grand Island

Grow Grand Island cultivates bold ideas that create business and quality of life opportunities in our region through planning, partnering, and doing.

Grand Island identifies “what” we should pursue to strengthen its pillars - Existing Businesses, Entrepreneurs, Image, Workforce, and Community Assets - these implementation recommendations will help define “how” we will pursue effective and efficient implementation of the strategies.

A Grand Vision for the Heartland

Grand Island, Nebraska is committed to growth. As such, in 2014 the business community, in concert with city and county government, undertook a strategic planning and visioning planning process. This resident-driven, inclusive effort resulted in the development of a collaborative and comprehensive approach to business and community growth and progress.

We are here to answer any questions you may have about Grow Grand Island’s progress.

EXECUTIVE COMMITTEE

Mayor Jeremy Jensen, City of Grand Island

Pam Lancaster, Hall County Board of Supervisors

Jane Richardson, Hall County Board of Supervisors

Marlan Ferguson, City of Grand Island

Cindy Johnson, Grand Island Chamber of Commerce

Brad Mellema, Grand Island Convention & Visitors Bureau

Don Smith, Grand Island Independent

Dave Taylor, Grand Island Economic Development Corporation

GET INVOLVED

Website: growgrandisland.com

Facebook: facebook.com/GrowGrandIsland

Twitter: twitter.com/GrowGrandIsland

Contact Nicki at 308-389-0149

or Cindy at 308-382-9210

GROW
GRAND ISLAND

A GRANDER VISION FOR THE HEARTLAND

With the input of thousands, five pillars - the foundation of Grand Island's approach to growth and the foundation of our Grow Grand Island initiative - were identified: Existing Businesses, Entrepreneurs, Image, Workforce, Community Assets. Intersecting these five pillars is the glue that holds the community's pillars together creating collaborative, cooperative, and effective partnerships.

COMMUNITY ASSETS

Develop and enhance community assets that appeal to existing and prospective new businesses and employees.

- Veterans Home
- Agricultural trade shows
- Area's unique assets
- Housing and neighborhoods
- Downtown
- Early childhood education
- Arts and entertainment
- Air service
- Cultural engagement
- Regional transportation

EXISTING BUSINESSES

Maintain a business climate that supports the growth of existing business in Grand Island.

- Business Retention & Expansion Outreach
- Export Initiative & Foreign Trade Zone
- Buy Local Challenge
- Regional Clusters
- ENGINE - Engaging the Next Generation of Grand Island, Nebraska

ENTREPRENEURS

Provide entrepreneurs with necessary assistance and nurture an entrepreneurial culture.

- Microloan program
- Angel investment for startups

WORKFORCE

Promote workforce sustainability through educational attainment and skills acquisition that align with employer needs.

- Career Pathways Institute
- 2-year and 4-year higher education

IMAGE

Enhance the community's image and marketing activities to support business and talent attraction.

- Public relations campaign
- Corridor improvements
- Industrial site development and nurture existing relationship with Nebraska Department of Economic Development

